

**Case:** Strategic Planning

**Client:** Prominent News Organization

**Custom Research:** Worldwide Analysis of Emerging Media Markets

## Background

This major worldwide leader in providing news and entertainment content recently experienced changes in its management. Concurrently, the industry itself has seen technological advances that have transformed many of the processes by which information is recorded and distributed. As a result, business models that were successful years ago have become obsolete in today's digital marketplace.

## Problem

In order to assess future market opportunities in the news and entertainment content industry, the new management team at this leading news organization required a media industry study that would determine the future market size, geographic distribution, purchasing patterns and major competitors of the industry.

## PQM's Role

Using several of its proprietary international resources, PQ Media prepared a detailed forecast analysis of the news and entertainment content industry. It was able to provide the news organization with strategic planning data on global media spending and penetration, including the fastest growing categories and geographic regions, and major trends and drivers, such as technological influences and competitor strategies.

## Results

**Armed with this research, the client news organization was able to initiate and implement a strategic plan of action, and to better address new-found media opportunities, and position itself more robustly for future growth in world markets.**

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“PQ Media's research has been instrumental in helping us define a clearer business vision and positioning for the company, and a more compelling strategy going forward. We hope to work with PQ Media, again, and highly recommend them as a resourceful, and enthusiastic business partner”.

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